

Rep Order# 9847073 Ver# 4 Status Returned  
EC'd Yes

Traffic Order# 67030

Printed: 10/19/2012 9:29 AM  
Last Received: 10/18/2012 12:31 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product PILlich 4 STATE REP  
Estimate# 2188  
Buyer ERICA CORSO  
Phone#  
Fax#

Agency ( ) BUYING TIME,LLC  
650 MASSACHUSETTS AVE NW, SUITE 210  
WASHINGTON, DC 20001  
Agency C/P1/P2/E 375/381/2188  
Flight Dates 10/19/2012 - 11/05/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

pls see line 72  
t/r  
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*72	SU	630P-7P	NEWS	:30	\$1,000.00	10/21-10/21	1	1	1	\$1,000.00	
			Station Remark:	V4 1x na 10/21 no news mg mon 10/22 2-3p1x @ 550. the talk & mon 10/22 8-9a cbs news 1x @ 450.								
	*74	SU	630P-7P	NEWS	:30	\$1,000.00	11/04-11/04	1	1	1	\$1,000.00	
			Station Remark:	V4 1x na 11/4 no time. mg mon/tues 11/5-11/6 5-530a 2x @ 500. each.								

---REPORT TOTALS---

Report Totals: 2 / \$2,000.00

---SALES MONTHLY TOTALS---

Oct 12: 92 / \$96,820.00 Nov 12: 99 / \$110,900.00  
Sales Totals: 191 / \$207,720.00  
Station Totals: 191 / \$207,720.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$345,969 CABL 0% EKRC 0% UNKN 0% WBQC 0% WCPC 23%

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WKRC 60% WLWT 5% WSTR 0% WXIX 10%

Books null  
Demos RA35+

## Connell II, Jim

**From:** dmcullah@wkrc.com  
**Sent:** Thursday, October 18, 2012 2:36 PM  
**To:** Connell II, Jim; Williams, Lynda  
**Subject:** Spot - Preempt: Connie Pillich for State Rep - 67030

Station: WKRC-TV

### Order Information:

Order #: 67030  
Order Total: \$207,720.00  
Agency: Buying Time Media  
Advertiser: Connie Pillich for State Rep  
Product: PILLICH 4 STATE REP  
Alternate Order #: 09847073  
Estimate #: 2188  
Flight Dates: 10/19/12 - 11/05/12  
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

### Preempted Spot Information (67030-72-1):

Rate: \$1,000.00  
Air Date: Sun 10/21/12  
Eligible Days: -----Su  
Inventory Code: 630p Local 12 News Sun  
Inventory Description: 630p Local 12 News Sun  
Inventory Code Time: 6:30 PM-7:00 PM  
Spot Type: NM  
Length: :30  
Channel(s): [1] WKRC  
Priority: Preemptible w/ Notice  
Preempt Reason: Program Change -No Return

x Mon 2-3p  
on 10/22 @ \$1500  
x Tue 8-9A  
10/22 @ \$450

Rep Order# 9847073 Ver# 2 Status Returned  
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lynda/jim

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				Station Remark: V2 1x na 11/4 no time. mg mon/tues 11/5-11/6 5-530a 2x @ 500. each.								

---REPORT TOTALS---

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Length: :30  
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Priority: Preemptible w/ Notice  
Preempt Reason: Program Change -No Return

2x M-Tu 5-5:30 A  
on 11/5-11/6 @ \$500 each